New names in fast-foods - Page 3

Promotion is *hot* - Magazine

Selling 'dream homes' on Israel's West Bank - International section, Page 34

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Advertising Age®

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Sweet switch

An insatiable market? Diet Coke and Diet Rite colas become the first major soft drinks to hit the market with NutraSweet sweetener. And Diet Rite is now salt-free. (*See story on Page 3.*)

last minute news

Minnetonka splits with Advertising to Women

CHASKA, MINN.—Minnetonka Inc. has terminated its one-year relationship with Advertising to Women, New York, citing differences in creative philosophy and disagreements on specific creative execution. Minnetonka president Robert Taylor said the split was unrelated to the tax charges against ATW chairman John Ernst (AA, Aug. 8). ATW exec vp Walter Kloris said the split was mutually agreed upon, and "had been brewing" before the charges became public. Combined ad spending on Softsoap and ShowerMate liquid soaps exceeded $3 million in 1982; ATW was on a creative retainer. ATW also had responsibility for the new Check-Up toothpaste now being introduced. Mr. Taylor said his company will be reevaluating its needs, and that it may go back in-house.

Ramada Inns holds review for $8 million account

PHOENIX—Ramada Inns is reviewing agencies for its estimated $8 million account. The review follows several top management changes. Incumbent Foote, Cone & Belding/Honig, Los Angeles, is competing. A decision is expected in mid-September.

BK shift to 'big switch' campaign reported

MIAMI—Burger King reportedly is planning to break a new campaign this fall that is being dubbed "The big switch." The commercials not only will portray consumers switching from McDonald's and Wendy's to

(Continued on Page 8)

Campbell, others probe dealings with Tanner

NEW YORK—At least three large clients of the William B. Tanner Co.—Beneficial Management Corp., Campbell Soup Co. and Sterling Drug—are conducting internal investigations to determine whether there may have been questionable or illegal dealings with the Memphis-based media services company.

The probes come in the wake of widespread publicity following a Federal Bureau of Investigation seizure of documents from Tanner Co. offices and investigation of allegations of possible tax fraud by company chairman William Tanner (AA, Aug. 15).

Meanwhile, Mr. Tanner sharply denies any wrongdoing, charging that he is being "crucified" by critics out to destroy him for competitive reasons. "These are the biggest lies in the world and we are going to prove it very shortly," Mr. Tanner said during a lengthy telephone interview.

Media General, the Richmond-based company that bought Tanner last year, has started its own investigation of the charges and, in a statement issued last week, said that "thus far we have found nothing to substantiate any of the material allegations by these informants."

The statement was made prior to Media General being granted access to the seized documents. The company was given access to the files late last week, and it reportedly now is poring over the material.

No charges have been filed against either Mr. Tanner or the Tanner company. An FBI affidavit citing allegations of three unnamed sources has been filed in U.S. district court in Memphis as the basis for obtain-

(Continued on Page 60)

Reporting for this story was done by Stuart Emmrich, Nancy Giges and Christy Marshall. It was written by Mr. Emmrich.

Exec exit at McDonald's

By SCOTT HUME

Another of the links between McDonald's and its national advertising agency, Leo Burnett USA, has been broken amid continually mounting reports that the business relationship between the two is becoming strained.

Stanley Nicpon has been removed from his post as McDonald's assistant vp and director of field marketing. His new title is regional manager trainee, which a spokesman explained means he is in a program "preparing him to be a regional manager" for McDonald's.

His departure from that key marketing post means three of Big Mac's top five marketing executives have left the company or the department in the past year.

The three who have departed were the pivot men at the center of McDonald's marketing triangle, doing the delicate job of coordinating advertising and promotion activities among the company, its 1,500 franchise operators and its agencies. All three were Burnett staffers at a point in their careers.

Roy Bergold, assistant vp-advertising, renewed those ties when he left McDonald's this summer to become a creative director at Burnett, although his announced first destination had been Needham, Harper & Steers/USA.

The change gave rise to speculation Burnett had countered with an offer of a higher-ranking post and more money to keep Mr. Ber-

(Continued on Page 59)

New painkillers clear hurdle — Page 2

NEWSPAPER
"We
there
mad
AA
0C2001ACONGLI FMJF M
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Ad directors dance to music video beat

By BOB MARICH

When music superstar Michael Jackson chose a director for his lavish music video, Bob Giraldi didn't get the job because of his tv commercials on behalf of Broadway musicals.

Rather, Mr. Giraldi's tv commercial for WABC-TV's "Eyewitness News"—recreating a human interest story about a blind, elderly couple who throw a block party in their racially changing neighborhood—was the clincher. "Michael told me later that one really impressed him because it was so powerfully emotional," Mr. Giraldi said.

Music videos are dramatizations by recording artists of their songs, and they hit the U.S. about the same time the similarly styled "new wave" trend invaded the advertising world. They air on cable's MTV: Music Television and a host of broadcast shows, and they're selling records.

Record companies and artists are going all out to produce slick, flashy music video. And record labels are tapping the directors of Madison Avenue's commercials to apply their talents to the three-to-four minute forms. The movement is going the other way, too.

- Ian Leech, the commercials director working out of EUE/Screen

(Continued on Page 54)

At left: Michael Jackson (right) chose Bob Giraldi (center), for his video of "Beat It." Choreographer Michael Peters stands with them. The video for the Stray Cats (at right) was directed by Ian Leech.

Big spending planned for painkillers

By RICHARD L. GORDON

WASHINGTON—Upjohn Co. and American Home Products have won unanimous support from a Food & Drug Administration advisory panel to begin over-the-counter marketing of a new pain reliever certain to challenge existing aspirin and nonaspirin brands.

The drug, ibuprofen, is familiar to countless arthritis sufferers in its prescription-dosage form. It has been sold in the U.S. as a prescription drug since 1974.

Though AHP stole center stage by being the first to announce its product, called Advil, and the ad agency assigned to promote it, Young & Rubicam (AA, July 25), Upjohn broke its silence last week to unveil its entry, named Nuprin. The Kalamazoo, Mich., company also disclosed that Grey Advertising is under instructions to have a national introductory campaign ready to go by Oct. 1.

The agency has been working secretly on the product since last January.

Upjohn exec vp Lawrence Hoff said it will match AHP's ad spending levels, because "we have to." He would not be surprised if both companies supported introduction of their respective brands with budgets of $2 million to $3 million a month. He declined to discuss ad themes or pricing for Nuprin.

FDA approval could be several months away, raising doubts the products will be a factor in the 1983-84 cold/flu season. Among the unresolved questions for FDA were the advisory panel's concerns that advertising might persuade prescription users of ibuprofen to switch to the less potent otc variety. Under pressure from the panel, FDA will require consultations just short of preclearance for Upjohn and AHP advertising.

Upjohn's new product.

Solid support from the panel is a big plus for quick action. Just months ago, a different advisory group challenged FDA for switching a prescription asthma ingredient to otc status without getting panel approval. FDA countermanded its first decision and recalled the product, Alupent, from otc sale.

Prescription ibuprofen has been an enormous marketing success for Upjohn, which sells the drug under the Motrin brand name. The Nuprin otc version is formulated at reduced strength of 200mgs. and would be sold in film-covered tablets. Mr. Hoff said manufacturing of Nuprin tablets is already under way at plants in Puerto Rico. AHP has not disclosed manufacturing plans.

Developed in the 1960s by the U.K.'s Boots

(Continued on Page 61)

Iacocca returns to tv to sell his new minivan

Chrysler Corp. chief Lee Iacocca returns to tv in spots for the new Dodge Caravan minivan (left) and the Plymouth Voyager. The commercials, scheduled to begin airing on Sept. 9, are part of the recovered Chrysler's new marketing strategy emphasizing brand names and new technology (AA, Aug. 15). Agency: Kenyon & Eckhardt, Birmingham, Mich.

Nets dash, splash for fall tv series

By DIANE MERMIGAS

The network scramble for prime time ratings has begun, with NBC offering the greatest number of advanced series previews and original specials before the official Sept. 26 start of the tv season.

Of its 10 new series, third-place NBC will offer early premieres of four: "We've Got it Made" Sept. 8; the radically revamped news magazine "First Camera," originally titled "Monitor," Sept. 18, and "Mr. Smith" and "For Love and Honor" Sept. 23. The latter are two of the four new series comprising NBC's overhauled Friday lineup.

NBC also will stage a live three-hour entertainment special during premiere week as a vehicle to promote its new schedule. The $3 million, name-talent extravaganza will air for one hour nightly Sept. 27, 28 and 29. NBC will announce the special and details at a press conference Wednesday.

Other NBC preseason big events that will offer promotional opportunities include the Miss America pageant Sept. 17, a Bob Hope comedy salute Sept. 19 and the live Emmy Awards telecast Sept. 25.

"Mr. Smith," about a talking orangutan with an IQ of 256 who is a consultant to the U.S. military, will have the most unusual new series advance in a promotional campaign that begins this week.

The promos designed by Steve Sohmer, senior vp of NBC Entertainment, will urge viewers to dial a toll-free telephone number to hear taped messages of Mr. Smith discussing issues of the day.

NBC also will offer preseason unveilings of such returning series as "Real People" with a 90-minute special Sept. 14; "The A Team" and a special two-hour "Remington Steele" Sept. 20, and "The Facts of Life" Sept. 21.

ABC last week announced the early launch of two new series and two returning series. Sources say other advance previews are likely.

CBS says it will hold fast to

(Continued on Page 60)

New frozen foods shape up

By JANET NEIMAN

The retail freezer case, once the domain of pot pies and tv dinners, will become distinctly tonier this fall with the introduction of a new wave of low-calorie, high-quality, high-price entree lines.

Concurrent introductions from such food companies as Pillsbury, General Mills, ConAgra, Campbell Soup and Van de Kamp's are responses to the success of Stouffer Corp.'s Lean Cuisine line, introduced nationally almost two years ago.

The established expertise and consumer recognition enjoyed by many of these marketers are certain to test the strength of Lean Cuisine's franchise.

Pillsbury Co. is moving to fight the stagnation its Green Giant unit has faced in the $1.5 billion frozen entree market. The Minneapolis company is entering 22 markets with a new line of Green Giant StirFry entrees, said to be the first such entree item.

The six Chinese-style dishes—including shrimp, beef and chicken—with 230 to 340 calories, will be introduced soon as the initial phase of a national introduction.

The line, ranging from $1.99 to $2.49 at retail, is packaged in a gold box, which eventually will be used for all the Green Giant entrees.

Pillsbury earlier moved to a lighter positioning of its Green Giant entrees by flagging 12 items with calorie counts. These are being shipped nationally (AA, Jan. 31).

Stouffer's Lean Cuisine line has variety going for it: Items range from Italian pasta to Chinese beef to fish. But some marketers will try to loosen Stouffer's grasp by using their strengths in specific, es-

(Continued on Page 59)

highlights

Monday, August 22, 1983

Landmark Communications, now full owner of the Weather Channel, is appealing to cable affiliates for financial help to keep the service alive. *See Page 6.*

American Motors Corp. is trying to convince consumers that less is more as it aims new marketing campaigns for its downsized Jeep line of sports/-utility vehicles at families. *See Page 14.*

Detroit ad pioneer Ross Roy dies at age 85. Mr. Roy established the agency bearing his name in 1926 to service Dodge trucks. *See Page 20.*

Castle & Cooke's acquisition of United Brands' A&W root beer business signals a growing diversification effort by the $1 billion Honolulu-based company. *See Page 24.*

Four executives urged attendees of the 26th annual ADVERTISING AGE Creative Workshop to ignore conventional methods of creating ads and pursue innovations. *See Page 29.*

IDC Services, a data processing and service company, has acquired ASI Market Research, the 14th-largest U.S. marketing/advertising research company. *See Page 53.*

Goodlife, the network of controlled-circulation city monthlies for upscale readers, is looking for new life under a third owner, Atlanta-based City Communications. *See Page 55.*

Texas Instruments will continue to spend more ad dollars as it changes the thrust of its ad campaign to emphasize product features. *See Page 55.*

Mail order "specials" draw attention of the U.S. Postal Service following complaints from consumers who have not received their merchandise or refunds. *See Page 56.*

The Federal Communications Commission was warned by ad groups against accepting proposals by public-interest groups for adapters to black out ads to children on home tv sets. *See Page 57.*

The Great Market Week Blackout is reported to have cost the New York apparel market between $25 million and $50 million in lost sales. It could have been higher. *See Page 58.*

CORPORATE CLOSEUP

Parker Bros. is taking its chances on a strong move into the videogame market and into book publishing. *See Page 4.*

VIDEOTECH

Several tv stations are battling with 20th Century-Fox over rights to syndication's most popular show, "M*A*S*H." *See Page 39.*

INTERNATIONAL

Israeli advertising agencies have been put on the defensive following newspaper reports about fraudulent housing deals in the controversial West Bank. *See Page 34.*

McDonald's imminent arrival in Venezuela does not originate from the Oak Brook, Ill.-based company but the restaurants are sponsored by a group of 12 local companies, owned in part by a Venezuelan named McDonald. *See Page 34.*

Foote, Cone & Belding and Daiko Advertising last week formed an unusual agency, FCB/Japan, that will be owned by FCB but staffed largely by Daiko officials. *See Page 35.*

MAGAZINE

Throughout the Third World, classic advertising techniques are being used in an effort to educate populations about such essentials as sound nutrition, family planning and over-all health practices. *See Page M-4.*

Sales Promotion: Breaking free of the "baggy pants" role, the industry has earned new respect among advertisers and agencies as a vital part of the marketing mix. *See Page M-9.*

Westerners find certain characteristics about Japanese advertising very peculiar, as our correspondent from Japan reports. *See Page M-34.*

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Pabst, Oly to get light extensions

By ROBERT REED

Pabst Brewing Co. will add two more light beers to its burgeoning product roster this fall by introducing companions to its flagship Pabst Blue Ribbon and Olympia brands.

Additionally, Pabst is considering the development of a new superpremium brew to take the place of Andeker, which is being repositioned in many markets at the lower end of the segment, the company said.

The Milwaukee brewer is hoping the new light beers will capitalize on the name recognition of Pabst and Olympia. "It is basically a line extension that will play on the strength of the existing brands," says Richard Ratcheson, vp-advertising.

This fall Pabst Light will be introduced into 30% of the country, mainly in the upper Midwest—a stronghold for Blue Ribbon. Olympia Light will premiere in the 11 western states where its regular counterpart is most popular.

It is Pabst Light that is earmarked for national distribution next year. That move apparently substitutes for the brewer's plan to make Jacob Best Premium Light

(Continued on Page 59)

Allan Landau

Stepping into a new era

By B.G. Yovovich

Who would have thought that prosaic, mundane sales promotions—the cents-off coupons, the bonus packs, the free samples, the games, the contests and sweepstakes—would ever steal the limelight from Madison Avenue's more glamorous advertising tools? Or that the seemingly innocuous sales techniques would be seen as portending profound changes in the modern advertising world?

As hard to believe as such claims may have been just a few years ago, a variety of statistics underscores the breadth of the changes that have taken place in the sales promotion industry and in its relationship to the advertising community. For example, industry sources estimate that close to 120 billion coupons (or about 1,400 per U.S. household) were distributed last year, more than five times the number distributed a decade ago. The number of sweepstakes and the dollar value of their prizes also have shot up in recent years, both figures having roughly tripled since 1975.

Studies also suggest that, in numerous product categories, the proportion of the total marketing budget (advertising plus promotion) devoted to sales pro-

(Continued on Page M-30)

B.G. Yovovich, a business writer in Chicago, is a regular contributor to Magazine.

New era

(Continued from Page M-9)
motion efforts now tops 60%—compared with less than 40% in the late 1960s. More generally, figures indicate that since the mid-1970s sales promotion budgets have been growing at a 12% clip, compared with a 9% growth rate for ad budgets.

Industry observers also maintain that the rising budgets are spurring increased sophistication within the sales promotion community and have helped raise the prestige of sales promotion in the business community. In fact, some sales promotion enthusiasts argue that the rise has only just begun.

"Promotion is the marketing strategy of the 1980s," says Marvin L. Cotlar, president of Hanley Partnership sales promotion companies. "Just as product invention, positioning and segmentation, and image were the marketing strategies of the past forty years, promotion is the strategy for today, at least, the balance of the decade."

And yet, at the same time that rosy predictions like Mr. Cotlar's are being heard, other experts are pointing out that the sales promotion industry is beginning to encounter problems and that some potential barriers to further growth are beginning to emerge. Recent studies, for example, suggest that coupon clutter is becoming a significant problem, and there is growing evidence that the use of promotions is beginning to decline in some of the business segments that have been heaviest users of the sales techniques.

Any effort to explore the future of the sales promotion industry must closely examine the underlying factors that have spurred its growth. While the faltering economy of recent years can be credited with having caused greater consumer price-sensitivity and having nudged marketers into using such things as rebates and sweepstakes as "price-cut surrogates," there also has been a more fundamental factor behind the sales promotion boom: U.S. companies' increased emphasis on growth through the introduction of new, market-segmenting goods and services.

"The proliferation of brands [during the last decade] has helped lead to the proliferation of promotions," explains Thomas Nagle, a University of Chicago professor whose research has focused on promotions.

"There is nothing more important to a new product than trial. You can have the best product in the world, but, until someone tries it, they don't know it is good.

"Whenever you bring out a new product, it really makes sense to use promotions, to do whatever you have to do in order to buy trial."

This argument is supported by statistics that show that the greatest growth in the use of sales promotions has occurred in precisely those areas in which new product growth has been the greatest during the last decade: Food products and consumer package goods. Moreover, in many cases, promotions instituted by new brands prompted established brands to retaliate with promotional efforts of their own matching coupon efforts with coupons or trade promotions with trade promotions.

As the sales promotion battles have escalated, however, doubts have begun to emerge about the wisdom of such head-to-head confrontations.

"The established brand is going to be sitting with a lot of consumers who will be relatively loyal," says Mr. Nagle, "and there is only a subset of the regular consumers who are actually going to use the deal that the new brand is offering. Say that number is 25%. That means that 75% would continue to buy the established brand and not

How they stack up

Advertising and promotion spending six-year comparison ($ billions)

Advertising	1976	% of total	1979	% of total	1980	% of total	1981	% of total
Television	$ 6.45	31%	$ 9.60	33%	$10.73	33%	$12.03	34%
Radio	2.25	10%	3.17	11%	3.80	12%	4.17	11%
Consumer magazines	1.79	9%	2.62	9%	2.85	9%	3.18	9%
Newspapers*	8.89	42%	11.42	39%	12.14	38%	13.66	38%
Outdoor	.38	2%	.53	2%	.61	2%	.65	2%
Business publications	1.03	5%	1.59	6%	1.67	5%	1.84	5%
Farm publications	.09	1%	.12	—	.13	1%	.15	1%
Total	**$21.70**	**100%**	**$29.05**	**100%**	**$31.95**	**100%**	**$35.68**	**100%**
Sales promotion								
Direct mail	$ 4.75	16%	$ 6.65	16%	$ 7.60	16%	$ 8.78	15%
P.o.p. display	2.80	9%	4.00	9%	5.50	11%	6.66	14%
Premiums & incentives	5.10	17%	7.61	18%	8.66	18%	9.74	16%
Meetings & conventions	10.60	35%	12.80	30%	14.50	29%	18.60	31%
Trade shows/ exhibits	1.60	6%	2.80	7%	3.08	6%	3.54	6%
Prom. adv. space	1.38	5%	3.93	9%	4.26	9%	4.77	8%
Printing, a-v, misc.	2.94	10%	3.69	9%	4.06	8%	4.46	7%
Coupon redemption	.65	2%	.97	2%	1.34	3%	1.59	3%
Total	$29.82	100%	$42.45	100%	$49.00	100%	$58.14	100%
Grand total	$51.52		$71.50		$80.95		$93.82	
% advertising		42.1%		40.6%		39.5%		
% promotion		57.9%		59.4%		60.5%		61.9%

*Includes Sunday supplement and comics.
Source: Industry trade associations and magazines.

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U.S. Patent No. 4,222,187

Coupons

(Continued from Page M-29)
tumble.

Retailers benefit from coupons, as well. According to a confidential study by National In-Store Marketing, which packages a co-op couponing progam in egg cartons, weekly warehouse-to-store movements of major supermarket chains show substantial increases.

For example, average case sales of a dry cereal couponed in egg cartons climbed from 91.6 to 113 per week, up 23%, for a 10-week period.

For a paper towel, movement increased 592% from 67 cases to 1,131 cases over a 10-week period.

Both manufacturers and retailers have not had this data on the effect of coupons before. According to Nielsen, "Knowledge of the effect of promotions on the sale of specific items is meager and imperfect."

According to In-Store Marketing, this data can dramatize for manufacturers and retailers the effectiveness of short duration promotion almost on a real time basis by showing a complete inventory count on a week-to-week basis.

For both manufacturer and retailer, the coupons can serve as a traffic builder and an incentive to read both manufacturers and retailers ads. If, as is suggested, 59% of all consumers actively look for coupons, they read 50% or more of an ad with a coupon, according to the Newspaper Advertising Bureau.

*"An astounding number of companies—and categories—that never had conceived of using sales promotion to meet their objectives have joined the pack."**

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*William A. Robinson, Advertising Age columnist, president of his own marketing services company and industry observer, in the preface of his book, *Best Sales Promotions*, Fifth Volume.

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use the deal that the new brand is offering.

"Unfortunately, the brand manager of the established brand doesn't know which of the customers are loyal and which are subject to being induced to try the other brand, so he has to come out with the discount to all the buyers."

Such growing reservations about couponing may be responsible for some of the recent shifts by marketers of established brands toward sweepstakes, games and contests. As Mr. Cotlar notes, "The cost of running a contest or sweepstakes is virtually fixed regardless of how much you sell."

As product proliferation efforts move into new categories, it seems likely that increased use of promotion will follow.

The coupon glut also has spurred companies to generate that all-important first trial through promotional alternatives.

"One of the more interesting developments is the merging of sampling with the trend toward the use of special events," says Mr. Cotlar. "You can assume that people are going to have a good time at the special event, and that, if you sample your product at the special event, they will associate the good time they have with your product."

Marketers also are becoming concerned about the long-term effects of heavy promotional activity.

"One of the things that is starting to become a problem is that media costs are skyrocketing and are starting to knock out the smaller brands [out of media advertising] and causing these brands to devote almost their entire marketing budget to promotional expenditures," says Robert Evans, director-promotional services at Gillette Co. and chairman of the PMAA. "As a result, they are not building the brand identity that they might have in the past, and the question being raised frequently is, 'Does the consumer really know who you are or are they buying the brand that is being promoted this week?' "

"One of the great hazards is that you will generate a growing group of consumers that are deal-conscious and that you will destroy the price structure of the product," says Don Schultz, a marketing consultant and advertising professor at Northwestern University. "A lot of the information that is coming out of the scanner studies looks like you have a large number of people who buy only when there is some kind of featured price or when there is some kind of promotional activity."

In Mr. Schultz' view, bar soaps already are suffering from too much promotion. "It has become extremely difficult to sell bar soaps at the regular price," he says. "The consumer doesn't really know what the value of the bar of soap is.

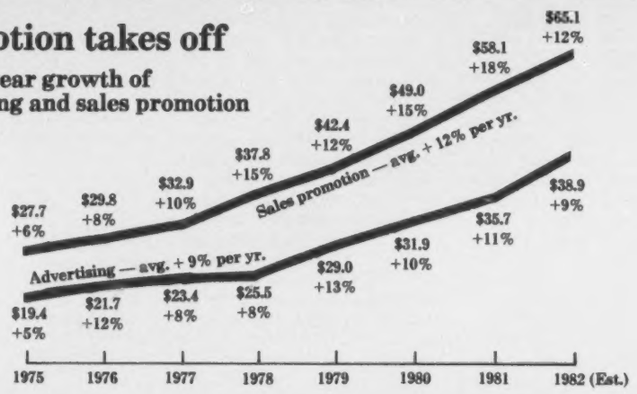
"Or look at the soft drink business. The greatest volume of soft drinks is sold on the weekend in supermarkets when there is a feature. By emphasizing promotions, marketers are building a market of people who don't care if it is Dr Pepper, 7UP or Coke. All they care is that it's $1.09. You end up destroying the brand franchise that way."

In some product areas, particularly the package goods categories that were among the first to embrace promotions, there

(Continued on Page M-32)

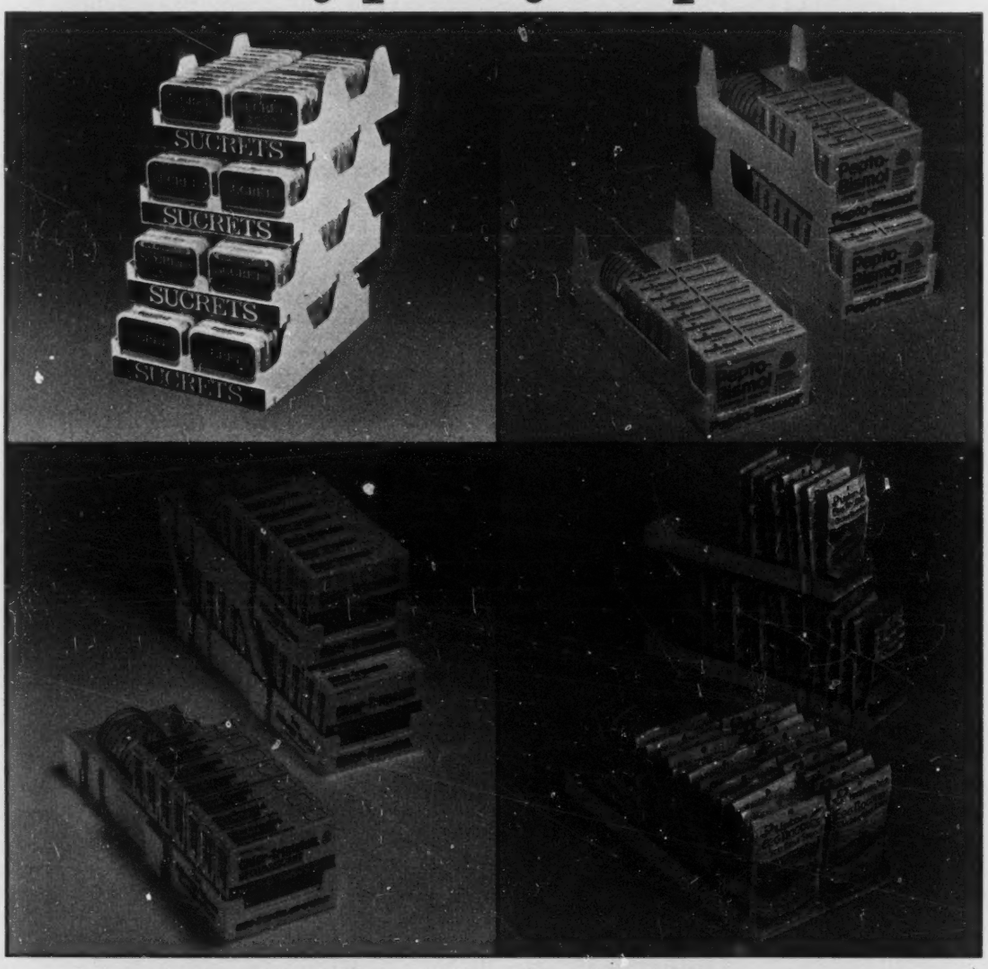
Promotion takes off

Year to year growth of advertising and sales promotion ($ billions)



Source: Marketing Communications, 3rd Annual Advertising and Promotion Expenditure Report, Sept., 1982.

Our spring load displays can really push your product.



Some packaging, while working perfectly for the product, doesn't stand up for itself on the store shelves. When that happens to your products it's time to back them up with a Henschel-Steinau spring loaded display.

We make spring loads in so many different sizes and formats that we can, more than likely, tailor a unit for your product or products without the high cost of custom design or the expense of special tooling and production runs. By utilizing one of our stock spring loads, and selecting from a wide variety of materials, a selection of colors and our extensive custom graphic capability, we can create POP displays and selling units as attractive, as highly visible and as effective as those pictured above.

The next time you catch one or more of your products lying down on the job, call us at Henschel-Steinau. With our spring loaded stock display units we'll come up with an easy to set up, economical and extremely workable solution that will give them the push they need to start walking out of the store.

henschel-steinau, inc.
45 Van Nostrand Ave.
Englewood, NJ 07631
(201) 567-7100
(212) 564-1320
Point of Purchase Advertising

New era

(Continued from Page M-31)

are indications that their use may have peaked. On the other hand, as market segmentation strategies and product proliferation efforts move into new business categories, it seems likely that increased use of sales promotion tactics will follow.

"The industries that are using them most intensely now realize that they have gone overboard and are now trying to cut back," says Mr. Nagle, "but that is going to be more than made up for by the expansion of sales promotion techniques into industries that have never used them before, like financial services, the airline industry and alcoholic beverages."

Many experts pick the service sector as a major area of sales promotion growth. "With the deregulation of the airlines and financial services there is a whole new competitive environment, and they have had to focus more attention on marketing," observes Roger Strang, a New York University professor who has studied sales promotions. Because fixed operating costs and "disappearing inventory" characterize most service industries, "they also are particularly concerned with the problem of trying to manage demand. This is where sales promotion is an outstandingly effective tool because of its ability to spur quick responses.

"My sense is that in recent years the importance of sales promotion has remained pretty steady in the sophisticated companies—that is, the top package goods companies—but that the real growth in recent years has come from new companies and new industries that are adopting sales promotion techniques as much more important parts of their marketing strategies."

Though the food and package goods industries may not increase their use of promotions, increases in the level of sophistication of their use of the techniques are likely to occur.

"There is much more money spent on sales promotion research now than has ever been spent in the past," says Mr. Strang. "One estimate is that sales of scanner data have reached $25 million. Not all of that is for sales promotion [research], but a good portion of it is, and it is providing a lot more and better information" than had been available to food and package goods marketers.

In particular, one of the biggest problems in analyzing sales promotion programs has been that "It's a tough tracking problem," points out Robert Blattenberg, a University of Chicago professor who has developed a computer model to evaluate sales promotions. With couponing, for example, "you can measure how many coupons are redeemed, but it's very hard to analyze what real impact you've had. You don't know if the coupons have led to increased sales or just deferred sales. You don't know if you are getting purchases from an existing user or a new user. "Using the scanners with [consumer] diaries, it may be possible to identify how sales promotions are actually changing consumer behavior."

More generally, adds Mr. Strang of NYU, such new tools are combining with the experience marketers have garnered over the last decade and is giving them "a better understanding of the role of sales promotion and how it fits in with their over-all marketing strategy. There is a better sense of some of the things that sales promotions can do, as well as some of the things it can't."

Good incentives

Incentive usage 1979-80 estimate 1981

($ thousands)

Promotion	1979	% increase	1980	% increase	1981	% increase
Sales incentives (merch.)	1,392,742	14.8	1,561,886	12.1	1,913,286	22.5
Sales incentives (travel)	411,403	13.9	471,446	14.6	528,020	12.0
Dealer incentives (merch.)	943,306	14.8	1,034,518	9.7	1,196,937	15.7
Dealer incentives (travel)	463,817	8.9	517,367	11.5	591,868	14.4
Self-liquidators	705,055	14.4	790,693	12.1	840,507	6.3
Free mail-in offers	300,608	15.5	337,105	12.1	370,816	10.0
Direct premiums	601,674	13.0	672,977	11.9	635,290	−5.6
Factory-packs	318,833	12.5	357,434	12.1	426,419	19.3
Coupon plan	232,888	16.5	267,595	14.9	293,284	9.6
Sweepstakes, contests	129,812	10.6	144,250	11.1	152,905	6.0
Trading stamps	411,000	14.5	458,000	11.4	471,000	2.8
Other retail	1,127,000	16.5	1,285,000	14.0	1,453,000	13.1
Business gifts	658,000	16.0	746,000	13.4	867,000	16.2
Total	$7,696,138	14.5	8,644,251	12.3	9,740,332	12.7

Source: Incentive Marketing magazine

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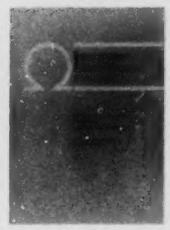

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Coming

Next week Advertising Age Magazine's special report will focus on the Maturity Market.

ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—August

	Current month 1983	Current month 1982	Year-to-date 1983	Year-to-date 1982
— Art & antiques —				
American Artist	51.1	41.8	512.7	439.1
Antiques	76.2	94.7	975.9	1,112.6
Art & Antiques (6X)	—	—	265.5	250.3
Art in America (11X)	75.0	90.6	741.6	759.0
Portfolio (6X)	36.7	40.0	228.3	229.8
Southwest Art	58.5	92.0	670.1	855.7
Total Group	**297.5**	**360.1**	**3,394.1**	**3,646.5**
% change	−17.1%		−6.9%	
— Auto/cycle/rec. vehicles —				
AutoWeek	128.6	160.6	1,050.7	1,146.7
Car & Driver	70.6	66.9	711.4	634.5
Car Collector & Car Classics	22.7	20.3	169.7	173.4
Car Craft	55.9	65.7	595.5	615.9
Cycle	44.3	40.4	548.4	677.0
Cycle Guide	29.4	39.7	383.0	473.3
Cycle World	32.6	35.6	474.0	545.5
Dune Buggies & Hot VWs	80.1	60.5	537.1	431.4
Family Motor Coaching	110.4	83.8	935.8	778.1
4 Wheel & Offroad	62.2	51.9	513.1	401.8
Four Wheeler	46.5	28.4	322.7	222.1
Hot Rod	41.5	48.9	464.8	481.3
Motorcyclist	25.6	26.8	342.5	471.8
Motor Trend	54.9	45.5	509.9	450.8
Motorhome	65.8	65.6	586.6	504.0
Pickup, Van & 4 WD	31.3	24.8	267.8	216.8
Road & Track	99.8	72.6	791.7	725.1
3 Wheeling	26.3	27.9	207.8	171.7
Trailer Life	108.7	105.5	871.4	866.9
Total Group	**1,137.2**	**1,071.4**	**10,281.9**	**9,888.1**
% change	+6.1%		+2.9%	
— Boating & yachting —				
Boating	83.0	67.6	923.5	867.3
Chesapeake Bay	24.3	23.3	217.3	204.8
Cruising World	112.3	105.2	1,079.6	998.0
Lakeland Boating	42.4	37.1	388.6	392.0
Motor Boating & Sailing	117.1	84.2	1,125.7	1,054.3
Sail	125.8	90.3	943.0	1,148.9
Sea & Pacific Skipper	57.9	67.4	466.8	593.4
Small Boat Journal	32.5	32.7	158.6	141.2
Trailer Boats	14.8	15.3	199.4	196.5
Western Boatman	—	—	75.0	—
Yachting	125.2	116.4	1,194.0	1,364.7
Total Group	**735.3**	**639.5**	**6,771.5**	**6,961.1**
% change	+14.9%		−2.7%	
— Canadian —				
L'Actualite	30.3	27.8	363.4	398.5
Chatelaine:				
English Edition A.	60.9	75.4	645.4	657.8
French Edition	49.8	54.7	575.2	521.7
Financial Post Magazine A.	20.8	29.2	236.8	286.1
Flare A.	47.5	43.8	347.9	330.3
Homemaker's Magazine	—	—	505.4	496.3
Madam Au Foyer	—	—	385.8	389.0
Macleans A. (52X)	58.7	61.8	1,205.4	762.3
Quest Magazine (6X) A.	—	—	210.2	245.9
Reader's Digest:				
Canadian-English A.	40.5	54.8	556.8	603.9
Canadian-French A.	57.5	37.0	518.3	584.6
Toronto Life	62.0	61.0	663.0	821.0
Vancouver	60.9	62.3	542.7	603.8
Total Group	**488.9**	**507.8**	**6,788.3**	**6,701.2**
% change	−3.7%		+0.9%	
— Civic/fraternal —				
American Legion	23.6	19.9	222.0	231.6
Elks Magazine (10X)	20.4	19.4	177.9	158.4
Kiwanis Magazine	14.2	12.9	102.4	90.7
Lion (10X)	9.0	9.3	38.4	47.5
Moose Magazine	—	—	145.0	156.0
Rotarian	13.8	8.7	93.2	103.5
V.F.W. (10X)	27.2	18.5	224.0	181.7
Total Group	**108.2**	**88.7**	**1,002.9**	**969.4**
% change	+21.9%		+3.4%	
— Comics —				
Archie Comic Group (6X)	10.0	10.0	40.0	40.0
DC Comics	7.0	8.0	63.5	56.0
Marvel Comics Group	10.0	10.0	78.0	79.5
Total Group	**27.0**	**28.0**	**181.5**	**175.5**
% change	−3.5%		+3.4%	
— General —				
American West (6X)	26.0	29.2	107.4	102.2
The Atlantic A.	35.2	30.1	303.0	217.3
Audubon Magazine (6X)	—	—	143.4	119.9
Bon Appetit A.	58.1	55.4	563.3	583.0
Changing Times	33.5	28.9	315.8	281.6
Cuisine Magazine	29.2	23.7	271.0	286.1
Ebony	102.0	91.4	701.6	638.7
Fifty Plus	18.2	19.2	196.5	211.9
Food & Wine	33.6	18.2	267.3	185.5
Games	25.6	—	217.0	97.3
Geo	16.7	11.7	198.6	123.7
Gourmet	48.4	30.7	515.3	30.7
Home Entertainment (6X)	34.0	—	108.0	—
Harper's Magazine A.	19.7	13.8	133.0	139.0
Let's Live	59.8	68.2	482.7	586.6
Life	42.0	30.5	442.2	371.6
Modern Maturity (6X)	37.6	30.9	155.3	127.1
Money	81.9	84.0	836.9	795.4
Moneysworth (4X)	—	—	51.8	108.0
Mother Earth News (6X)	—	—	209.6	199.1
Museum (6X)	—	—	65.0	186.0
National Geographic	10.9	15.7	178.9	168.8
Natural History	28.4	22.8	276.5	232.6
Prevention	66.2	63.2	597.5	545.6
Psychology Today	22.0	25.0	306.9	264.2
Reader's Digest A.	46.0	55.0	606.1	654.8
Saturday Evening Post (9X)	—	—	234.3	243.0
Signature	39.6	35.0	417.0	391.0
Smithsonian	55.4	68.6	531.6	641.1
Success	35.2	28.3	271.5	217.5
Town & Country	108.9	97.4	948.6	909.3
Travel/Holiday	28.8	29.7	324.9	370.0
Travel & Leisure	52.5	47.3	673.1	661.4
Video	57.7	47.5	484.5	420.4
Video Review	60.2	52.7	500.3	472.0
Writers Digest	20.3	14.2	196.2	169.6
Yankee	63.6	67.4	589.6	571.4
Total Group	**1,395.2**	**1,235.7**	**13,322.2**	**12,303.4**
% change	+12.9%		+8.2%	
— Home —				
Architectural Digest A.	89.8	74.1	939.8	919.8
Better Homes & Gardens	81.9	82.0	805.7	850.0
Colonial Homes (6X)	—	—	233.8	235.8
Country Journal	33.8	41.3	332.3	325.6
Country Living	46.6	46.5	373.7	218.8
Dallas/Ft. Worth Home & Garden	65.7	45.6	523.5	420.3
Early American Life (6X)	—	—	102.0	111.5
Family Food Garden (6X)	46.6	41.8	277.1	217.3
Family Handyman (10X) A.	—	—	438.4	420.4
Flower & Garden (6X)	33.6	33.3	165.1	190.0
Home	32.4	19.7	273.6	200.8
The Homeowner (6X)	25.0	22.0	106.0	95.0
Horticulture	18.5	19.5	230.3	228.5
House Beautiful	63.8	60.2	624.2	544.4
House & Garden	37.2	69.0	458.9	667.8
Houston Home/Garden	91.3	99.5	772.0	863.0
Metropolitan Home	37.8	51.1	422.8	473.0
New Shelter (9X)	—	—	275.4	234.7
1001 Home Ideas	29.1	25.6	237.1	191.4
Organic Gardening	46.7	51.5	573.5	542.7
Phoenix Home/Garden	37.3	40.5	346.9	382.1
San Diego Home/Garden	69.8	62.3	533.8	418.5
Southern Accents (4X)	80.3	79.6	231.4	241.9
Southern Living	83.0	80.6	972.6	964.8
Sunset Magazine A.	93.8	92.2	1,058.9	1,036.1
Texas Homes	49.4	73.0	546.1	612.0
Workbench (6X)	—	—	245.3	236.4
Total Group	**1,193.4**	**1,210.9**	**12,100.2**	**11,842.8**
% change	−1.4%		+2.1%	
— In-flight & other passenger —				
Alaskafest	55.3	42.4	363.1	315.4
American Way	70.7	65.0	691.1	548.6
East/West Network:				
Amtrak Express	36.3	29.3	320.3	294.6
Continental	54.0	42.3	490.5	419.9
Eastern Review	78.7	68.2	768.1	606.1
Ozark	39.5	34.3	351.6	325.8
PSA Magazine	84.9	65.5	668.6	643.9
Pan Am Clipper	40.3	38.8	325.1	308.8
Republic Scene	51.2	36.5	421.6	85.3
United	80.3	63.2	711.6	572.1
USAir	52.5	39.5	464.3	332.6
Western's World	58.3	36.2	464.1	73.0
Halsey Publications:				
Air Cal	38.0	—	297.8	—
Delta Sky	59.5	34.3	497.7	378.8
Skylite	20.5	—	133.1	52.0
Hawaii	21.9	18.8	137.8	168.4
Pace (6X)	—	—	167.4	120.7
Spirit of Aloha	21.8	19.3	133.5	161.8
Southwest Airlines	87.5	86.8	784.4	738.0
Webb Publications:				
Frontier	31.1	31.3	277.0	306.7
Northwest Orient	37.3	—	275.2	218.9
TWA Ambassador	53.4	40.7	397.3	363.0
Total Group	**1,073.0**	**794.4**	**9,141.2**	**7,034.4**
% change	+35.0%		+29.9%	
— Men's —				
Esquire	53.3	47.2	675.3	424.7
Firehouse Magazine	32.3	31.4	332.9	320.1
Gentlemen's Quarterly A.	85.2	75.3	719.2	692.0
Penthouse A.	53.5	46.8	460.3	463.8
Playboy A.	69.5	75.9	655.3	825.3
Total Group	**293.8**	**276.6**	**2,843.0**	**2,725.9**
% change	+6.2%		+4.2%	
— Metropolitan —				
Aloha (6X)	24.0	32.3	100.0	116.8
Atlanta	54.2	62.2	405.3	500.2
Baltimore	60.9	54.2	454.1	449.3
Boston	135.0	122.1	999.8	944.3
California	56.6	53.5	501.3	518.9
Carolina Lifestyle	20.2	28.2	160.8	186.8
Charlotte (10X)	23.0	30.0	223.6	132.6
Chicago	113.6	121.1	1,016.6	1,028.7
Chicago's North Shore	76.5	80.7	622.9	507.3
Cincinnati	37.7	44.5	396.1	417.4
Cleveland	60.9	55.5	540.6	463.6
Coast (52X)	346.6	429.3	2,110.8	2,123.8
Columbus Monthly	84.4	71.7	528.9	581.8
Commonwealth	23.0	39.0	214.6	511.8
Connecticut	90.5	95.7	587.1	593.4
Country Magazine	23.2	18.8	217.4	185.7
County Life	48.0	49.0	352.0	88.0
D/Magazine, Dallas/Ft. Worth	105.0	107.9	851.1	863.9
Denver	35.2	27.3	281.4	282.8
Exclusively Yours, Wisconsin	59.1	68.8	505.5	536.7
Grand Rapids	46.7	40.7	372.2	333.5
Gulfshore Life (10X)	33.7	—	406.7	447.5
Honolulu	62.5	59.9	464.5	505.2
Houston City	77.2	66.5	521.9	511.3
Indianapolis	30.6	30.3	374.2	425.5
Long Island Life	29.0	50.0	225.0	191.0
Los Angeles	251.0	250.2	1,458.5	1,537.0
Louisiana Life (6X)	—	—	273.7	222.6
Madison	49.0	50.0	351.0	313.0
Miami	70.9	84.7	669.8	699.7
Milwaukee	28.4	36.3	121.5	224.8
Minneapolis/St. Paul	78.5	79.1	581.9	540.1
Monthly Detroit	35.3	45.7	442.9	403.7
Nashville	25.0	39.0	352.0	323.0
New Jersey Monthly	56.5	54.2	401.3	430.5
New Mexico	26.0	32.0	194.1	231.7
Ohio	47.0	34.0	401.7	310.5
Oregon	41.4	18.0	200.8	161.9
Orlando	79.5	60.2	696.1	541.2
Pacific Northwest (10X)	—	—	158.2	200.1
Palm Beach Life	35.1	40.3	215.7	245.5
Palm Springs Life	41.7	42.0	810.7	831.0
Philadelphia	127.8	131.7	954.2	947.4
Phoenix	108.4	111.5	611.9	635.8
Pittsburgh	50.2	45.5	443.8	360.2
St. Louis	50.0	59.0	422.0	506.5
San Diego	134.1	135.3	1,047.7	1,010.9
San Francisco	67.9	56.3	470.0	382.4
San Francisco Focus	36.8	27.2	334.8	281.3
Shenandoah/Va. Town&Country (6X)	—	—	169.2	117.4
Tampa Bay Monthly	43.0	—	140.3	—
Texas Monthly	107.9	109.0	873.8	961.6
Twin Cities	48.8	41.6	391.0	352.2
Washington Dossier	39.0	29.3	349.5	261.9
The Washingtonian	132.0	125.0	1,052.0	996.0
Total Group	**3,568.5**	**3,576.3**	**39,024.5**	**27,477.7**
% change	−0.2%		+1.9%	
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	26.8	29.6	210.2	222.2
Secrets	26.8	29.6	210.2	222.2
True Confessions	26.8	30.6	210.2	233.2
True Experience	26.8	29.6	210.2	222.2
True Love	26.8	29.6	210.2	222.2
True Romance	26.8	29.6	210.2	222.2
Sterling Women's Group:				
Daytime TV	30.2	30.3	242.5	243.8
Modern Screen	—	—	151.7	165.8
Movie Mirror (6X)	29.2	32.0	119.9	131.8
Photo Screen	—	—	59.4	97.8
Soap Opera Stars	—	24.3	171.0	175.8
TV Movie Screen	—	—	126.6	100.9
TV Picture Life	28.2	32.0	57.5	131.1
Teen Bag (6X)	9.5	7.6	28.9	30.1
Total Group	**257.9**	**304.8**	**2,218.7**	**2,421.3**
% change	−15.3%		−8.3%	
— Music/entertainment —				
American Film (10X)	—	—	177.7	142.7
Audio	57.0	29.7	397.1	299.4
Circus Magazine	26.2	28.8	221.8	234.7
Dance Magazine	45.7	45.6	497.2	487.9
Musician	51.3	63.1	499.4	427.4
Playbill	43.7	41.4	394.1	404.8
Stereo Review	49.0	49.2	364.6	396.0
Total Group	**272.9**	**257.8**	**2,571.9**	**2,392.9**
% change	+5.8%		+7.4%	
— Newspaper, Sun. magazines —				
Family Weekly A.	57.9	78.1	575.5	572.1
Parade	58.0	72.3	527.0	515.4
Total Group	**115.9**	**150.4**	**1,102.5**	**1,087.5**
% change	−22.9%		+1.3%	
— Outdoor & sport —				
Alaska	43.7	44.6	325.2	365.6
The American Handgunner (6X)	—	—	154.7	151.4
American Hunter	23.6	21.9	135.2	105.7
American Rifleman	38.6	40.2	215.4	221.1
Backpacker (6X)	—	—	204.7	174.7
Bass Master (6X) A.	—	—	338.5	363.8
Bicycling (9X)	92.2	74.4	732.2	606.6
Field & Stream	53.6	52.7	721.6	612.3
Fins & Feathers A.	25.8	21.9	335.2	305.0
Fishing World (6X)	25.1	29.0	296.1	340.3
Florida Sportsman	57.7	58.7	572.1	554.9
Flying	43.3	39.5	328.2	371.2
Golf Digest	68.8	60.5	725.6	586.4
Golf Magazine	31.7	41.5	567.2	609.7
Guns	28.6	28.3	213.1	243.3
Guns & Ammo	48.6	55.7	368.9	374.0
Outdoor Life	52.6	53.7	592.5	531.3
Petersen's Hunting	49.3	53.1	275.7	262.4
The Runner	40.5	34.7	309.5	271.7
Runner's World (13X)	60.2	49.8	378.7	316.6
Salt Water Sportsman	32.6	39.4	462.8	490.8
Shooting Times	47.9	37.9	279.6	246.6
Ski (8X) A.	—	—	209.7	209.7

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Combined issue in 1982. E. Combined issue in 1983. F. Not included in total. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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ad linage

(Continued from Page 45)

	Current month 1983	Current month 1982	Year-to-date 1983	Year-to-date 1982
Skiing (7X)	—	—	209.5	199.1
Skin Diver	59.5	62.1	597.3	533.8
Southern Outdoors (8X)	—	—	246.4	246.7
Sport	38.5	31.7	309.9	296.4
Sports Afield	60.6	68.3	657.9	695.0
Spray's Water Ski (10X)	33.7	40.8	290.8	329.4
Tennis	62.2	42.1	616.3	503.2
Western Outdoors (10X)	26.1	33.9	217.8	244.1
World Tennis	37.4	34.1	396.6	322.3
Total Group	**1,182.4**	**1,150.5**	**12,284.9**	**11,685.1**
% change	+2.7%		+5.1%	

— Photography —

American Photographer	42.8	51.2	387.2	364.3
Petersen's Photographic	28.9	36.8	259.8	332.9
Popular Photography	109.0	127.8	908.1	1,017.6
Total Group	**180.7**	**215.8**	**1,555.1**	**1,714.8**
% change	−16.2%		−9.3%	

— Religious —

BBI Jewish Monthly (10X)	—	—	134.2	147.2
Christian Herald	—	—	252.4	257.5
Christian Life	19.4	20.8	205.7	207.5
Christianity Today	26.3	31.6	456.0	454.8
Inside (4X)	—	—	134.8	120.4
Moody Monthly	—	—	346.3	340.9
Total Group	**45.7**	**52.4**	**1,529.4**	**1,528.3**
% change	−12.7%		+0.1%	

— Science/electronic/mechanic —

Compute	125.3	78.6	1,063.1	727.3
Computers & Electronics	54.0	49.7	484.0	449.7
Creative Computing	132.9	126.8	1,400.7	946.8
Discover	38.9	34.9	337.4	259.8
Electronic Games	42.7	17.7	361.3	96.0
High Technology D.	21.9	37.3	214.2	159.1
Mechanix Illustrated	59.5	54.9	531.4	514.6
Omni	52.8	50.4	463.6	424.1
Personal Computing	182.5	146.7	1,542.2	1,094.7
Popular Mechanics	77.3	72.1	759.6	780.2
Popular Science	65.3	51.3	646.7	626.6
Science Digest	29.4	17.3	260.3	207.4
Science 83 (10X)	—	—	230.9	204.1
Scientific American	39.3	57.6	378.2	522.2
Spectrum	75.7	48.6	620.9	521.9
Technology Illustrated D.	18.8	43.3	161.2	214.8
Total Group	**1,016.3**	**887.2**	**9,455.7**	**7,749.3**
% change	+14.5%		+22.0%	

— Women/fashion/service —

Bride's Magazine (6X) A.	—	—	1,373.2	1,253.1
Cosmopolitan A.	221.6	181.5	1,544.0	1,466.8
Essence	75.3	73.2	631.7	614.9
Family Circle A.	150.0	104.2	1,129.4	1,028.4
Glamour	207.7	186.8	1,236.6	1,187.7
Good Housekeeping A.	147.1	140.8	1,246.5	1,233.4
Handmade (4X)	—	—	56.7	41.4
Harper's Bazaar	103.9	82.0	852.6	747.0
Health	28.8	21.8	253.7	216.7
Ladies' Home Journal	94.6	70.4	728.1	570.0
Lady's Circle	7.4	10.0	66.1	76.4
Mademoiselle	165.3	166.2	975.2	933.1
McCall's	88.2	92.2	668.4	633.1
Modern Bride (6X)	—	—	1,160.2	1,163.7
New Woman	38.3	45.0	360.3	298.2
Parents Magazine A.	58.1	64.9	566.0	551.0
Playgirl	36.7	39.2	311.2	327.3
Redbook	84.9	77.5	648.9	662.8
Self	72.4	65.8	564.5	536.3
Seventeen	262.8	258.3	906.1	920.3
Soap Opera Digest	48.0	34.0	258.7	211.3
'Teen Magazine	102.8	68.7	424.6	372.3
True Story A.	56.6	64.0	452.4	444.0
Vogue	225.4	170.3	1,767.5	1,488.4
W Magazine	138.0	124.1	694.3	670.9
Weight Watchers	18.4	26.6	218.0	223.3
Woman's Day A.	95.9	81.9	906.9	857.1
The Workbasket (10X)	36.8	—	263.6	244.9
Working Mother	62.1	70.3	500.2	495.8
Working Woman	80.5	58.1	661.8	557.5
Total Group	**2,707.6**	**2,377.8**	**21,427.4**	**20,027.1**
% change	+13.8%		+6.9%	

— Youth —

Boys' Life	18.7	15.1	167.7	144.7
Campus Life	26.0	22.6	242.3	252.9
Total Group	**44.7**	**37.7**	**410.0**	**397.6**
% change	+18.5%		+3.1%	

July

	Current month 1983	Current month 1982	Year-to-date 1983	Year-to-date 1982

— Business —

Atlanta Bus. Chronicle (52X)	22.7	27.1	221.3	177.5
Barron's (52X)	149.0	118.8	1,351.2	1,176.1
Boston Business Journal	50.9	39.1	428.4	232.5
Business Week (52X) A.	306.6	274.7	2,459.2	2,552.2
California Business	74.5	57.6	483.4	499.7
Capital District Bus. Review	33.9	29.0	247.5	203.0
Corporate Report/Kansas City	62.4	53.6	337.0	374.5
Corporate Report/Minnesota	74.5	78.0	564.7	537.5
Crain's Chicago Bus. (52X)	95.6	89.3	806.3	694.7
Crain's Cleveland Bus.	41.8	29.5	338.1	212.3
Dallas/Ft. Worth Bus. (52X)	33.3	50.3	231.5	284.6
Dun's Business Month	50.0	45.2	436.0	470.0
The Executive	103.5	136.0	521.3	620.6
Financial World (24X)	19.3	45.1	255.5	339.3
Florida Trend	81.2	68.8	518.1	501.8
Forbes (26X)	189.9	162.7	1,631.8	1,562.7
Fortune (26X) A.	178.6	129.5	1,610.1	1,433.4
Hawaii Business	47.0	39.5	329.3	294.2
Houston Bus. Journal (52X)	135.1	164.8	1,050.4	1,271.8
Inc. Magazine A.	74.9	66.0	694.6	560.0
Income Opportunities (10X)	42.3	46.9	293.4	291.4
Industry Week (26X) A.	85.4	78.1	660.0	826.0
Indianapolis Business Journal	74.0	53.5	584.7	438.2
Nation's Business A.	16.3	23.9	182.2	250.2
New Orleans Citibusiness	96.8	74.8	787.6	477.2
Pacific Business News (52X)	83.4	74.6	658.6	605.1
Philadelphia Bus. Journal	63.3	40.5	417.4	160.5
Pittsburgh Bus. Times (52X)	45.0	43.6	336.0	262.5
St. Louis Business Journal	105.1	91.9	734.1	651.4
Texas Business	73.9	50.6	389.5	369.7
Venture	40.5	24.7	378.1	260.0
Total Group	**2,550.7**	**2,312.7**	**19,937.3**	**18,590.6**
% change	+10.2%		+7.2%	

— Newspaper Sunday magazines* —

Arizona Republic	51.7	60.6	462.6	669.0
Boston Globe	132.4	136.2	1,165.7	1,101.2
Chicago Tribune	49.6	42.5	549.4	599.4
Cincinnati Enquirer	62.2	55.5	490.4	523.4
Cleveland Plain Dealer	54.2	44.0	550.0	498.2
Columbus Dispatch	32.3	33.3	296.7	382.0
Dallas Times Herald	70.7	56.6	506.9	575.7
Denver Post	82.1	71.4	734.1	859.0
Detroit News	128.6	65.8	678.1	626.1
L.A. Times Home Magazine	100.6	61.3	591.8	649.6
Louisville Courier-Journal	53.0	61.5	564.3	610.0
Miami Herald	52.4	34.4	382.3	426.3
New York News	49.7	31.6	413.8	359.0
New York Times Magazine	137.8	111.3	2,019.8	2,075.5
Philadelphia Inquirer	42.8	47.9	364.1	410.4
Toledo Blade Magazine	42.2	30.3	325.9	315.8
Washington Post	77.4	75.3	715.5	752.2
Total Group	**1,219.7**	**1,019.5**	**10,811.4**	**11,432.8**
% change	+19.6%		−5.4%	

— Weeklies/bi-weeklies —

The Advocate (25X)	93.1	89.2	731.0	559.3
Army Times Military Group:				
Air Force Times (52X)	133.7	132.4	994.1	985.7
Army Times (52X)	133.4	128.1	970.4	968.2
Navy Times (52X)	150.4	150.3	1,116.3	1,153.3
The Times Magazine	5.6	6.4	102.6	104.2
The Blood-Horse (52X)	566.5	589.1	3,248.9	3,233.7
Capper's Weekly (26X)	16.4	17.8	160.2	165.5
Commonweal (22X)	4.2	2.6	48.9	55.2
Golf World (43X)	99.7	78.3	613.3	525.2
Grit (52X) A.	19.3	20.2	179.4	176.4
National Review	20.3	28.6	207.5	173.4
New Republic (48X)	24.2	21.9	215.1	198.5
New York Magazine (50X)	155.4	147.5	1,344.9	1,147.2
New Yorker (52X)	133.5	151.7	1,806.5	2,089.4
Newsweek (52X) A.	155.8	163.1	1,485.9	1,479.4
People (52X)	193.5	198.7	1,791.6	1,909.2
Rolling Stone (25X) E.	118.0	60.0	623.0	586.0
Sporting News (52X)	53.8	45.4	389.8	369.7
Sports Illustrated (52X) A.	168.3	144.1	1,525.2	1,470.3
Time (52X) A.	144.2	144.9	1,448.8	1,417.6
Travelhost (52X) C.	3,855.0	2,469.0	19,982.0	16,536.0
TV Guide (52X) A.	229.3	196.4	2,028.9	2,033.2
Us Magazine (26X)	41.8	45.5	305.8	332.9
U.S. News & World Report (52X) A.	99.9	93.0	987.3	940.5
Total Group	**6,815.3**	**5,124.2**	**42,327.4**	**38,610.0**
% change	+29.0%		+9.6%	

— Foreign —

Buenhogar:				
Central America	1.0	3.7	12.0	24.7
Chile	—	—	7.0	12.2
Colombia	15.7	53.8	232.2	345.8
Dominican Republic	14.3	11.0	88.0	100.3
Ecuador	9.0	15.2	58.3	75.5
Mexico	23.3	42.0	277.7	401.3
Peru	32.7	38.2	142.3	226.2
Puerto Rico	11.0	21.3	93.8	128.8
U.S.	8.0	9.5	59.5	46.0
Venezuela	14.3	24.2	142.8	260.2
Coqueta:				
Central America	—	—	—	5.0
Colombia	6.5	2.0	14.5	32.0
Mexico	3.0	2.0	11.0	52.3
Peru	—	—	—	5.0
Puerto Rico	—	1.5	1.0	13.0
Venezuela	2.0	4.0	21.0	36.0
Geomundo:				
Central America	4.0	3.0	30.0	39.0
Chile	4.0	6.0	33.0	42.0
Colombia	11.5	19.2	70.5	92.8
Ecuador	3.0	2.0	27.0	30.0
Mexico	5.0	6.2	43.5	85.0
Peru	6.0	12.0	39.0	60.0
Puerto Rico	4.0	5.0	25.0	45.0
Venezuela	14.0	13.7	78.7	110.3
Hombre De Mundo:				
Central America	5.0	5.0	39.3	36.8
Chile	5.0	5.0	38.0	36.0
Colombia	11.5	12.2	68.0	92.2
Ecuador	4.0	4.0	37.0	31.8
Mexico	7.0	20.0	72.8	139.8
Peru	6.0	7.0	33.0	43.8
Puerto Rico	3.5	7.0	35.3	57.8
Venezuela	10.5	20.0	101.8	206.5
Ideas Para Su Hogar:				
Central America	—	—	2.0	6.0
Chile	—	1.0	—	5.0
Colombia	24.0	42.0	162.3	185.3
Ecuador	7.0	12.8	21.0	51.0
Mexico	10.0	12.3	100.8	155.2
Peru	10.0	11.5	35.2	93.0
Puerto Rico	—	3.3	6.0	13.3
Venezuela	6.5	16.7	82.5	178.5
Intimidades:				
Central America	—	1.0	—	10.0
Chile	—	—	5.5	2.0
Colombia	—	1.0	6.0	10.0
Mexico	0.5	3.0	12.5	35.0
Puerto Rico	—	2.0	6.2	18.0
Venezuela	3.0	5.0	29.5	49.0
Mecanica Popular:				
Argentina	6.8	7.3	49.3	60.2
Central America	12.7	15.7	88.2	116.8
Chile	5.5	5.7	43.2	41.8
Colombia	18.7	19.7	124.0	147.0
Mexico	8.8	18.0	65.3	155.5
Peru	20.3	22.2	128.3	159.0
Puerto Rico	15.3	15.3	104.2	107.8
Venezuela	19.0	21.7	147.7	173.3
The Ring en Espanol:				
Mexico	—	1.0	—	12.0
Puerto Rico	—	4.0	—	24.5
U.S.	4.3	4.0	22.0	31.5
Venezuela	—	3.0	4.0	21.0
Vanidades Continental:				
Central America	4.8	12.0	46.2	109.7
Chile	2.0	12.0	26.5	97.3
Colombia	57.8	93.5	399.3	529.0
Dominican Republic	17.0	27.0	129.0	209.3
Ecuador	10.8	23.0	74.2	137.8
Mexico	73.8	82.0	610.5	776.5
Peru	37.8	51.7	173.0	279.0
Puerto Rico	23.7	36.3	251.3	305.0
U.S.	37.0	46.7	309.7	362.2
Venezuela	26.5	49.2	317.2	532.0
Business Week Int'l.	121.6	164.4	955.7	1,224.9
Cosmopolitan Foreign Editions:				
Australia	55.4	49.8	400.2	361.1
Brazil	36.0	50.0	284.5	376.0
France	60.2	46.0	621.2	725.6
Germany	33.4	16.0	376.4	158.1
Great Britain	116.4	121.0	725.2	734.0
Greece	45.0	42.0	364.0	391.0
Holland	18.5	16.0	288.5	129.0
Italy	47.0	70.0	399.8	454.6
Japan	39.0	36.0	271.2	251.6
Cosmopolitan en Espanol:				
Central America	2.3	3.2	15.8	26.8
Colombia	21.3	19.7	97.2	130.5
Ecuador	0.3	2.2	7.0	24.3
Mexico	55.7	45.2	356.3	447.0
Peru	11.7	10.2	53.7	105.2
Puerto Rico	13.2	19.2	141.5	185.0
U.S. (Spanish language)	24.0	17.3	115.0	126.2
Venezuela	14.0	21.2	95.8	212.0
International Communications:				
African Business	22.0	26.5	186.8	223.8
New African	11.0	23.0	145.2	149.8
The Middle East	22.6	15.0	184.2	132.0
International Herald Tribune	75.3	84.4	602.2	640.8
International Management:				
Africa	10.0	7.7	96.8	94.8
Europe	26.6	20.3	273.0	272.5
Latin America	7.0	13.2	86.7	88.8
Middle East	24.7	27.0	141.7	140.7
Pacific	10.7	8.7	106.2	120.5
Johnston International:				
Alam Attijarat	38.8	50.3	377.0	455.5
Ejecutivo	20.0	23.0	57.0	102.3
Modern Africa	25.8	30.2	93.0	132.8
Modern Asia	34.0	22.0	221.2	238.9
Newsweek International A:				
Atlantic	57.9	55.0	531.2	568.7
Latin America	23.0	26.3	171.0	167.9
Pacific	50.1	48.3	419.3	460.0
Progreso (9X)	—	—	45.5	71.4
Reader's Digest:				
Arabic	11.5	—	83.0	88.5
Asian	185.0	156.5	1,490.0	1,330.0
Australian	55.0	66.3	419.7	509.8
Belgian-Flemish	42.5	24.0	571.5	546.0
Belgian-French	28.5	19.5	425.0	431.5
British	53.5	41.1	430.6	390.6
Chinese B.	92.0	91.0	667.8	607.5
Danish	9.8	7.0	217.7	223.0
Dutch	13.0	18.5	225.3	272.1
Finnish	16.5	16.5	439.5	366.3
French	21.6	35.0	382.5	477.3
German	43.0	47.5	477.4	495.3
Iberian	10.0	15.0	120.5	184.0
Indian-English	85.0	64.0	544.8	570.5
Indian-Hindi	6.0	18.0	30.0	117.0
Italian	30.0	30.0	344.0	397.5
Japanese	47.1	48.7	342.9	344.7
Korean	20.5	20.3	139.7	138.8
Latin American:				
Argentina	19.0	16.0	96.0	106.0
Brazil	5.0	26.0	70.5	89.8
Central American	6.0	10.5	73.0	84.5
Chile	13.0	22.0	100.5	133.5
Colombia	29.0	45.0	260.0	245.5
Ecuador	8.0	10.0	71.0	75.0
Mexico	40.5	36.2	285.1	421.6
Peru	8.0	12.5	61.5	75.0
Puerto Rico	5.5	11.0	40.5	77.0
U.P.B.	7.0	15.5	68.5	95.5
U.S. Spanish	9.0	9.5	97.5	111.0
Venezuela	10.5	15.5	97.5	137.5
New Zealand	73.0	74.0	562.5	435.5
Norwegian	24.0	20.8	248.1	294.6
Portugal	77.0	40.0	309.8	280.1
South African	90.0	119.0	628.0	708.5
Swedish	5.5	13.0	139.5	188.0
Swiss-French	15.0	16.0	203.0	221.0
Swiss-German	22.0	24.0	256.0	286.0
Time International:				
Time-Asia	70.7	60.9	636.5	595.6
Time-Atlantic	71.9	56.6	642.0	705.1
Time-Canada	68.9	87.1	925.2	1,004.1
Time-Latin America	37.2	60.1	290.4	436.7
Time-South Pacific	112.4	133.9	795.4	922.7
Visao-(52X)	122.7	123.5	964.6	907.7
Vision/Latin America (26X) A.	20.0	37.1	180.6	248.3
Total Group	**3,802.7**	**4,241.4**	**31,180.0**	**35,880.9**
% change	−10.3%		−13.1%	